



**WHAT IS THE GOAL FOR RETURN ON INVESTMENT  
FOR YOUR MARKETING DOLLARS?**

**YOUR GOAL IS DEPENDENT ON  
YOUR SPECIFIC BUSINESS & ORGANIZATION.**

**ALL GOALS SHOULD BE SMART GOALS.  
SPECIFIC WITH CLEAR DESIRED OUTCOME.  
EASILY TRACKED & MEASURED.  
ATTAINABLE & REALISTIC  
RELEVANT TO THE BIG PICTURE.  
TIMEBOUND WITH A CLEAR DEADLINE FOR COMPLETION.**



## **GOAL IDEAS FOR YOUR MARKETING EFFORTS**


- **INCREASE BRAND AWARENESS**
- **MAINTAIN BRAND INTEGRITY**
- **GENERATE LEADS**
- **INCREASE REVENUE**
- **EXPAND MARKET SHARE**
- **BECOME A LEADER IN YOUR ARENA**
- **DISCOVER AND MEET  
THE NEEDS OF YOUR CUSTOMERS**
- **POSITIVELY IMPACT YOUR COMMUNITY**



## MARKETING/ADVERTISING IDEAS

- BUSINESS CARDS
- BROCHURES
- FLYERS
- DIRECT MAIL
- SOCIAL MEDIA
- NEWSLETTERS
- PROMOTIONAL ITEMS
- SPONSORSHIPS
- HOST EVENTS
- EMAILS
- PHONE CALLS
- CUSTOMER RETENTION
- INTERNAL MARKETING

TRUE MARKETING PLANS ENCOMPASS SEVERAL OF THESE AREAS  
TO ENSURE YOUR AUDIENCE HAS ACCESS TO  
YOUR MESSAGING AND MISSION. AND IS ABLE TO PROCESS IT  
AND MOVE TO ACTION!



**MARKETING BUDGETS ARE OFTEN THE FIRST LINE  
ITEM TO GET CUT FROM THE TOTAL BUDGET.  
BUT THEY SHOULDN'T BE!**

WHEN A COMPANY COMPLETELY CUTS ITS MARKETING BUDGET,  
IT COULD HAVE UNINTENDED CONSEQUENCES.

- REDUCES THE CHANCE OF GETTING NEW CUSTOMERS.
- DECREASES ACTIVITY OF CURRENT/RETURNING CUSTOMERS
- ELIMINATES OPPORTUNITIES FOR REPEAT BUSINESS FOR  
SAME PRODUCTS & SERVICES.
- INCREASES DIFFICULTY TO EDUCATE ON ADDITIONAL  
PRODUCTS & SERVICES FOR CURRENT CUSTOMERS
- IT HAS THE POTENTIAL TO END A BUSINESS ENTIRELY  
BECAUSE THE PIPELINE EVENTUALLY RUNS DRY.

WHEN A COMPANY'S MARKETING ENDEAVORS COMPLETELY STOP,  
SO DOES MUCH OF THE COMMUNICATION BETWEEN THE BUSINESS  
AND ITS CUSTOMERS. THIS WILL LEAVE CUSTOMERS WONDERING  
ABOUT THE STABILITY OF THE BUSINESS. HOW MUCH THEY CARE  
ABOUT CUSTOMER RETENTION. AND EVENTUALLY, THEY WILL FORGET  
ABOUT A BRAND ALTOGETHER.